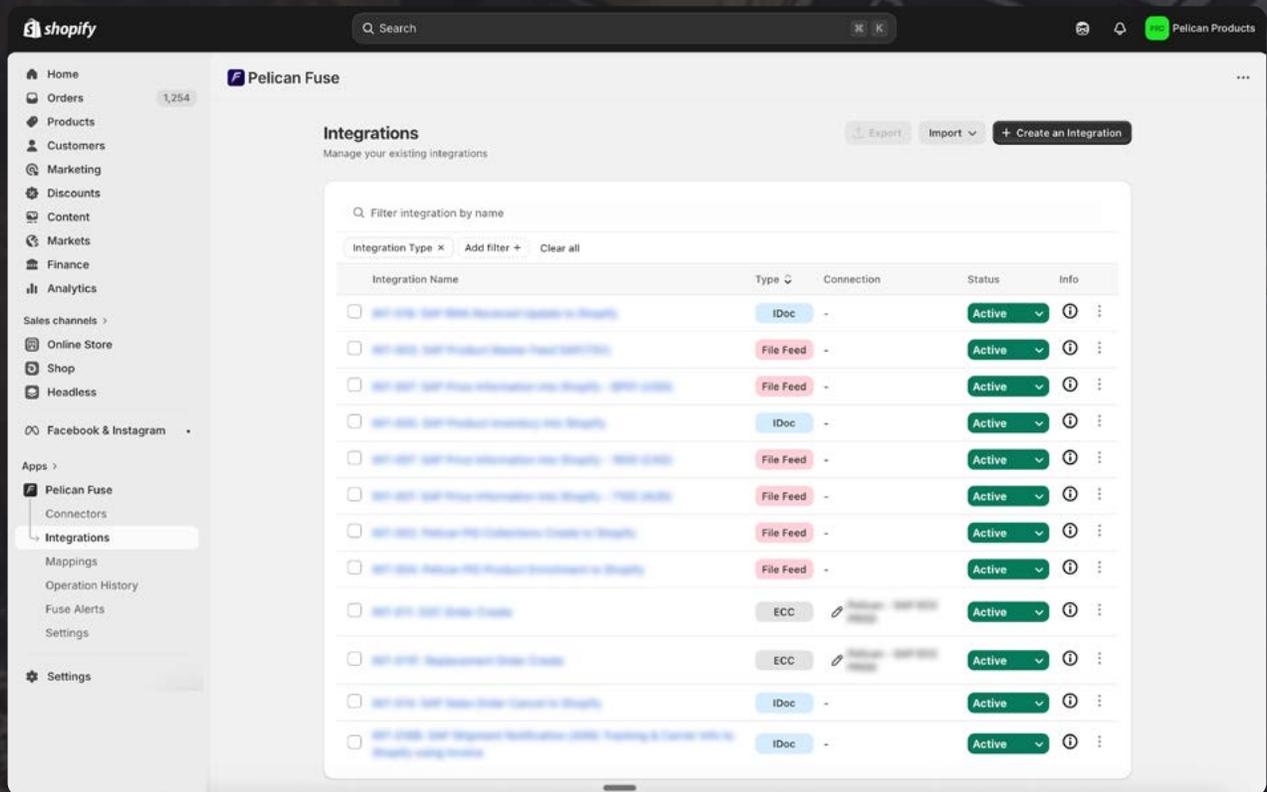


Modernizing Commerce on Shopify Without Rebuilding SAP-Backed ERP

See how Zaelab helped Pelican replace legacy systems with a modern Shopify-powered architecture, automating complex SAP integrations and enabling faster, IT-independent updates across regions.



Pelican is a global manufacturer of high-performance protective cases, rugged gear, and advanced lighting systems. Serving consumers, professionals, and industrial teams across multiple regions, Pelican is known for engineering products that meet the highest standards of durability, reliability, and performance.



■ THE CHALLENGE

How Legacy Commerce Slowed Growth

Pelican's commerce ecosystem had grown organically over time, resulting in a fragmented landscape of region-specific platforms, manually maintained product catalogs, and deeply intertwined dependencies on IT.

While SAP ECC remained the system of record, the surrounding commerce tooling made it difficult to:

- Maintain consistent product data across markets
- Launch updates without development support
- Scale securely as traffic and regional complexity increased
- Gain a unified view of customer and performance data

What began as a functional setup eventually became a constraint. Simple catalog changes required IT involvement. Merchandising decisions moved slowly. Aging systems increased both operational risk and maintenance overhead.

Pelican needed to **modernize commerce without disrupting SAP or rebuilding core back-office systems.**

Flexible Architecture on Shopify

Rather than replacing ERP systems, Pelican focused on **decoupling the customer experience from backend complexity**.

Zaelab implemented a headless commerce architecture with Shopify at the center, allowing Pelican to manage storefronts, content, and customer experiences independently of SAP's underlying structure.

This approach introduced:

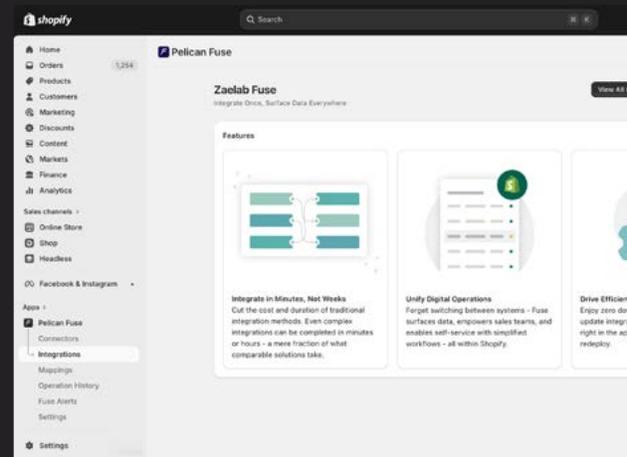
- A flexible frontend that can evolve without backend rework
- A centralized commerce layer for product and experience management
- A scalable foundation capable of supporting global expansion

Fuse: The Fastest Way to Integrate Shopify With SAP

Fuse served as the integration backbone connecting Shopify with Pelican's SAP ECC environment and custom PIM, enabling automated, scalable data flows across regions without relying on custom middleware or brittle point-to-point integrations. Purpose-built for enterprise SAP environments on Shopify, Fuse translated complex product, pricing, and inventory structures into commerce-ready data while preserving SAP as the system of record. This allowed Pelican to modernize its commerce stack without disrupting existing back-office workflows.

Fuse is Zaelab's proprietary, native integration app for Shopify, built specifically for enterprise SAP environments. As an embedded iPaaS, Fuse connects Shopify directly to SAP backend systems, enabling teams to create, manage, and monitor integrations without custom middleware or leaving the Shopify admin. Part of Shopify's Partner Solution Program, Fuse simplifies complex SAP data flows while preserving SAP as the system of record.

[Request a Demo](#)



Through Fuse, Pelican established more than ten bi-directional integration flows that automated critical commerce operations across the US, Canada, and Australia, including:

- ✓ Product synchronization and enrichment data
- ✓ Regional pricing and inventory availability
- ✓ Order creation, shipment notifications, and real-time cancellations

Beyond automation, Fuse gave Pelican clear operational visibility into integration activity through centralized logs, proactive error alerts, and built-in retry and failover logic—simplifying the management of SAP-driven commerce at scale. By standardizing integrations through Fuse, Pelican created a repeatable foundation that can extend to new regions, suppliers, and future capabilities as the business grows.

[See how Fuse simplifies enterprise SAP integrations on Shopify.](#)

What This Means for Pelican

20% 

Conversion rate increase

\$500K

Sales in the first week

Pelican's transformation delivered immediate, measurable impact: a **20%+ lift in conversion**, **\$500K in sales in the first week**, and a faster path to market driven by IT-independent updates. Automated global data flows and unified catalogs now support consistent commerce operations across regions, while an optimized checkout experience continues to improve performance.

Just as importantly, Pelican reduced the day-to-day operational burden of running commerce. With fewer manual tasks, fewer data inconsistencies, and less reliance on IT for routine changes, teams now move faster with greater confidence—supported by a scalable commerce foundation built for ongoing growth and optimization, not technical upkeep.

Interested in what this approach could unlock for your business?

[Book a Call](#)